



CALIFORNIA TELEHEALTH NETWORK

Press Release

For Immediate Release

California Telehealth Network Unveils Public Service Announcement Campaign to Raise Awareness of Telehealth Services

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Initial Campaign Launch Targets Southern California

SACRAMENTO, January 24, 2012 – The California Telehealth Network (CTN), announced the release of public service announcements (PSA), to highlight the availability of telehealth services in local communities. Featured health care providers include: Catalina Island Medical Center, Clinicas del Camino Real in Ventura County, Community Health Alliance of Pasadena, Long Beach Family Dental Group, Ridgecrest Hospital and Tarzana Treatment Centers. Beginning this month, the commercials will air on Time Warner, Charter and Catalina Cable systems. California Telehealth Network is California's statewide partnership for telehealth utilizing broadband technology to expand access to health care with a focus on rural and medically underserved communities.

Initially funded by the Federal Communications Commission's Rural Health Care Pilot Program, over 800 health care providers around the state have qualified to participate in the program which provides medical grade broadband connections enabling patients to be seen by specialists using video consultations without leaving their local communities. The program also provides the ideal environment for the exchange of electronic health records, MRI's, x-rays and other patient information over a secure broadband network.

"CTN is transforming the delivery of health care in California by enabling patients in rural and medically underserved areas to receive health care consultations from the best specialists in the State without leaving their local communities. Our mission is to expand access to quality care while reducing health care delivery costs," said CTN President and CEO, Eric Brown.

The testimonial videos can be seen online at the CTN's YouTube Channel:
(<http://www.youtube.com/user/CalTeleHealth>).

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About the California Telehealth Network

The CTN is a statewide broadband partnership for telehealth dedicated to health care. Initially funded through the FCC's Rural Health Care Pilot Program – with the goal of significantly increasing access to acute, primary and preventive health care in rural and medically underserved areas of California – the FCC will provide CTN with up to \$22.1 million, the largest single state award of its kind with \$3.6 million in matching funds from the California Emerging Technology Fund. Additional funding has been provided from the California HealthCare Foundation, the California Teleconnect Fund, the National Coalition for Health Integration, the University of California and United Healthcare. For more information visit (www.caltelehealth.org).